



Why International Business?

<http://www.exportpro.com/video.php?vidID=3>

Part One

In This Chapter:

- ◆ More competition
- ◆ Evolution of markets
- ◆ Global population, labour force/ labour markets
- ◆ Emerging opportunities and environmental influences
- ◆ Other international services, health care/medical tourism, legal, education, international consulting, outsourcing
- ◆ Economies today and in the future
- ◆ Large companies and their influence on international business
- ◆ The power and influence of emerging markets
- ◆ Product life cycles, adaptation and profits
- ◆ Why exporting?
- ◆ Differences between Domestic and International Marketing
- ◆ Who can export and adapting your organization